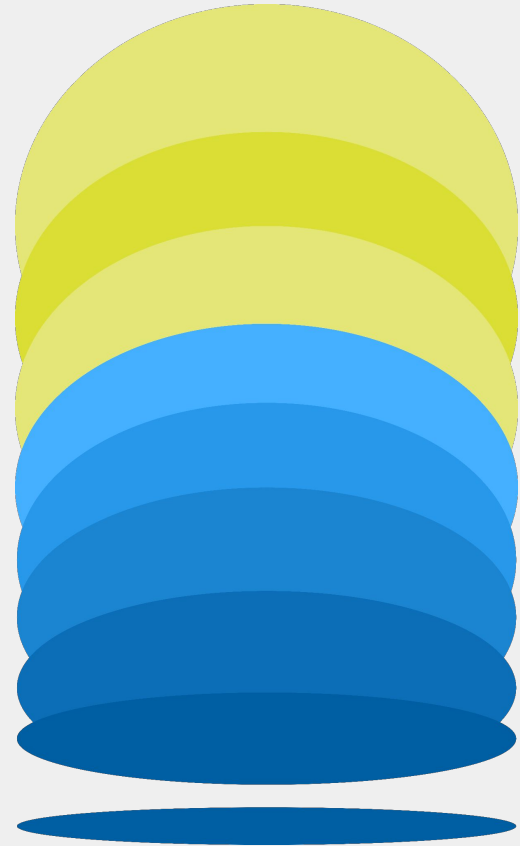


GiveCampus Partners Conference

# Amplifying Impact

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# ALL IN ONE

## Maximizing Online Giving at Independent Schools



**Kristin Reese**  
Director of Advancement  
Services, Chatham Hall



**Darren Moore**  
Director of the Holderness  
Fund, Holderness School

# WHY GIVE CAMPUS

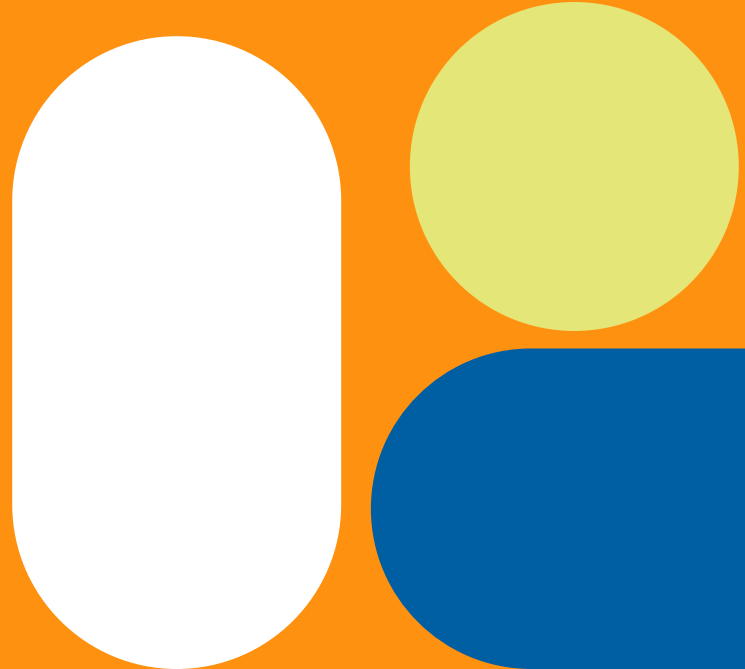
## Challenges with Previous Platforms

- Donor experience
- Limited payment methods

## Opportunities with GiveCampus

- Digital wallets
- Customization & storytelling
- Social fundraising features

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# GETTING STARTED

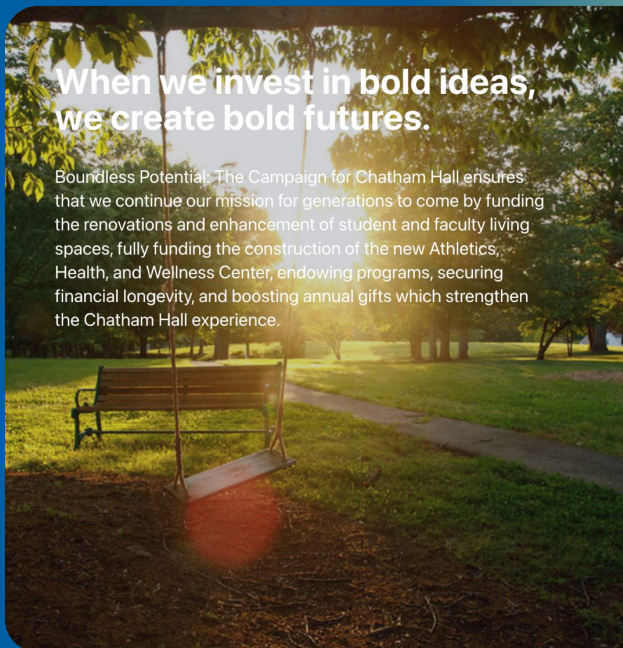
The secret to successful onboarding?

Use your resources!

- Seamless onboarding
- Partner Success checklist
- Knowledge Center support

# FORM CUSTOMIZATION

- Main Giving Form
  - With designation options
- Capital Campaign Form
  - Focused on Campaign priorities
- Customized:
  - Images, language
  - Gift suggestions
  - Recurring gifts



One-Time	Recurring	
\$500	\$1,000	\$2,500
\$5,000	\$7,500	\$10,000

Amount \*

\$

Provide sustained support to Chatham Hall with a recurring gift.

Designation

Make your selection(s):

Designation

- Athletic, Health, and Wellness Center**  
Support us in fully funding the construction of our new Athletic, Health, and Wellness Center. This is where your contribution is most needed at this time. (+)
- Chatham Hall Endowment**  
Sustain the Chatham Hall experience for generations to come by supporting Chatham Hall's endowment. (+)
- Faculty & Staff Housing** (⊖)

Name \*

Kristin Reese

Email \*

kreese@chathamhall.org

In Honor of

# OUTREACH, PERSONALIZATION, & SMART ASKS

**HOLDERNESS** Sign in or create donor account

## Thank You for Choosing to Support Holderness School!

Just as every player is essential to a team's success, every donor is crucial in sustaining the Holderness experience. One Team. Together.

Thank you for your support!

### Hi Jerry!

is j\*\*\*\*\*@y\*\*\*\*.com the best email? If not, [update email](#).

**\$600** **\$1,000** **\$1,500**

Amount \*  
\$

Sustain-A-Bull Recurring Gift

Designation  
School's Top Priorities

In Honor of  
add name and class year (if applicable)

In Memory of  
First and Last Name

Company  
See if your company will match your gift

By continuing, you certify you have read and agree to the [terms of service](#) and the [privacy policy](#).

Pay with **venmo**

Pay with **PayPal**

Apple Pay

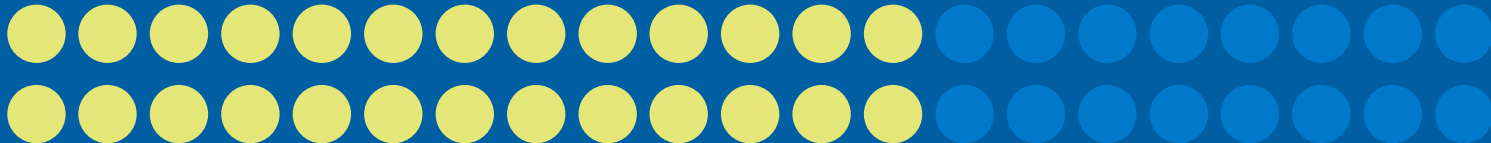
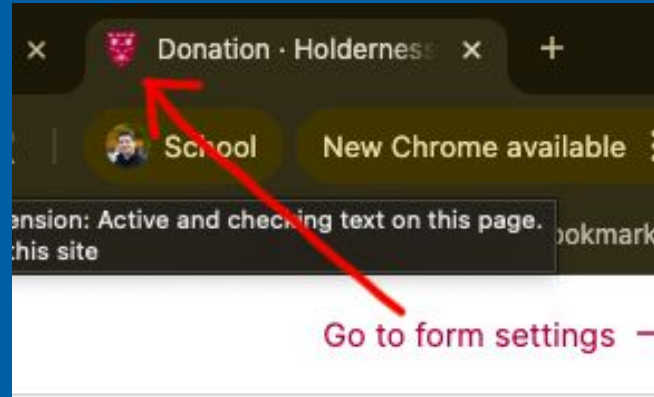
or

Go to Checkout

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# BRANDING & STORYTELLING

- Branding consistency
- Imagery and emotion-driven design
- Holderness School Strategy
- Bonus: Favicons!



Leveraging nostalgia

# BRANDING & STORYTELLING

## Thank you for igniting the light for girls.

Each year, the Chatham Hall Fund makes a direct impact on the community by providing fully expendable funds for the current academic year.

Benefactor Society Recognition Levels

Founders Circle: \$25,000 and above

Rectors Circle: \$10,000-24,999

Lantern Circle: \$5,000-9,999

Iris Circle: \$1,000-\$4,999

Purple & Gold Circle: \$100-499 ('21-'24); \$500-999 ('10-'20)



One-Time	Recurring
\$100	\$202.50 <small>In honor of the Class of 2025</small>
\$500	\$1,000

Amount \*

\$

Please select a suggested gift amount above or enter your own here.

Become a member of the Acorn Club and provide sustained support to Chatham Hall with a recurring gift.

Designation \*

Make your selection(s):

Designation ▼

Other Designation

Name \*

Kristin Reese

Email \*

kreese@chathamhall.org

In Honor of

add name and class year (if applicable)

In Memory of

add name and class year (if applicable)

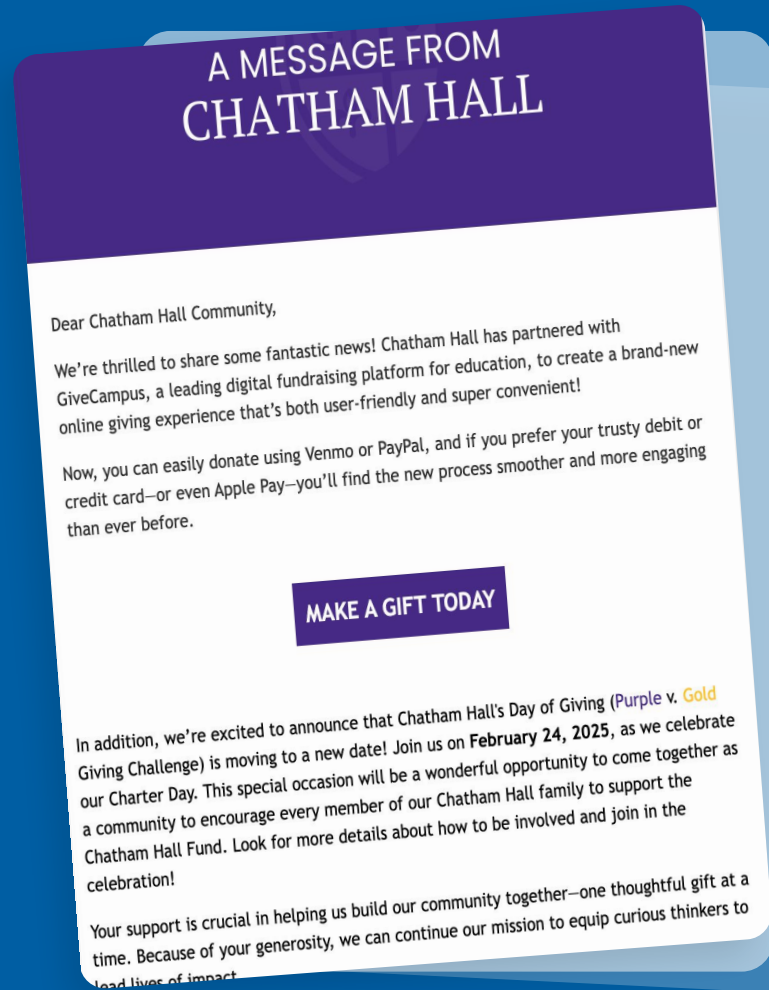
Affiliation \*

Alumna

# TRANSITION STRATEGY

- Team collaboration with Communications
- Redirected all links to GiveCampus
- Email announcement
  - New online giving experience
  - New payment options
  - Giving Day launch

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# GIVING DAY OVERVIEW

## Chatham Hall's Strategy

- Continued Purple v. Gold Challenge
- New Strategy: Charter Day
- Transparent, ambitious goal:
  - \$100,000 goal
  - 500 donors
  - \$5 minimum gift
  - Annual Fund only

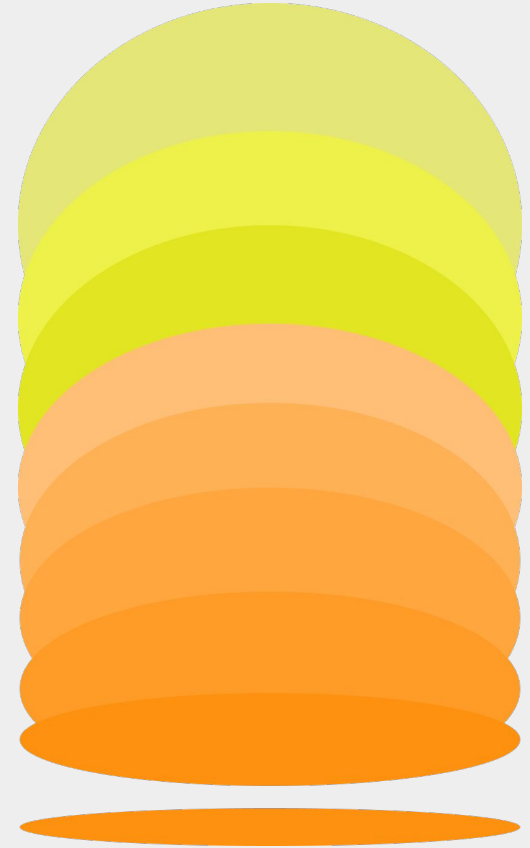
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# PREPARING FOR GIVING DAY

- Design Campaign landing page
- Recruited Campaign Advocates
- Secured Challenge gifts
- Unique tracking links for all channels

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# From the Office of Communications

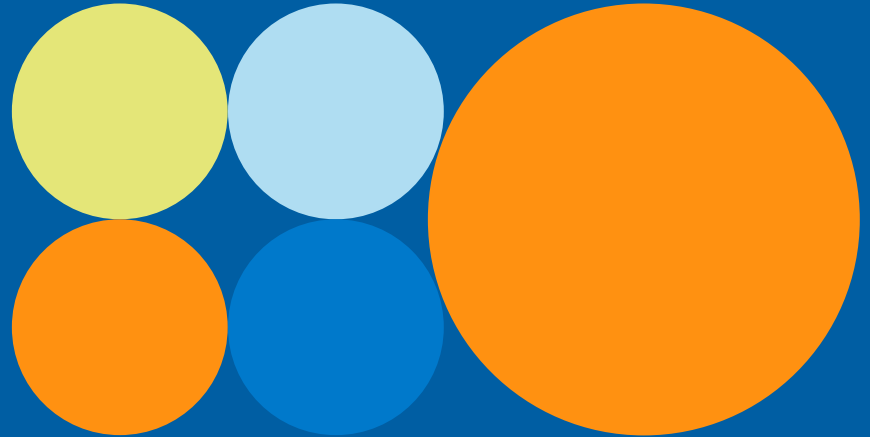
- Michelle Andrade, *Director of Strategic Communications, Chatham Hall*

During the 2024–2025 Chatham Hall Giving Day Challenge, the Marketing and Advancement teams collaborated in a new and strategic way. Led by our Director of Advancement Services, we began planning months in advance, creating custom tracking links to monitor engagement and identify our most effective outreach channels.

We also developed eye-catching designs and specialized QR codes to boost interaction and streamline the giving experience. These enhancements not only elevated our performance but also helped us stay focused on our mission. Centralized landing pages with integrated photos and videos made it easier to manage everything in one place, eliminating the need to juggle multiple systems and allowing for a smoother, more impactful campaign. GiveCampus allowed us to have everything in one place and utilize any tool we may need, supporting our largest Giving Day Challenge yet!

# DAY-OF ENGAGEMENT

- Campus QR codes
- Real-time fundraising display
- Community-wide participation



# THE RESULTS ARE IN

## Chatham Hall Giving Day

**500** donors

FY24: 345

**\$105,000+**  
raised

FY24: \$37,945

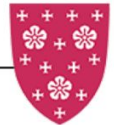
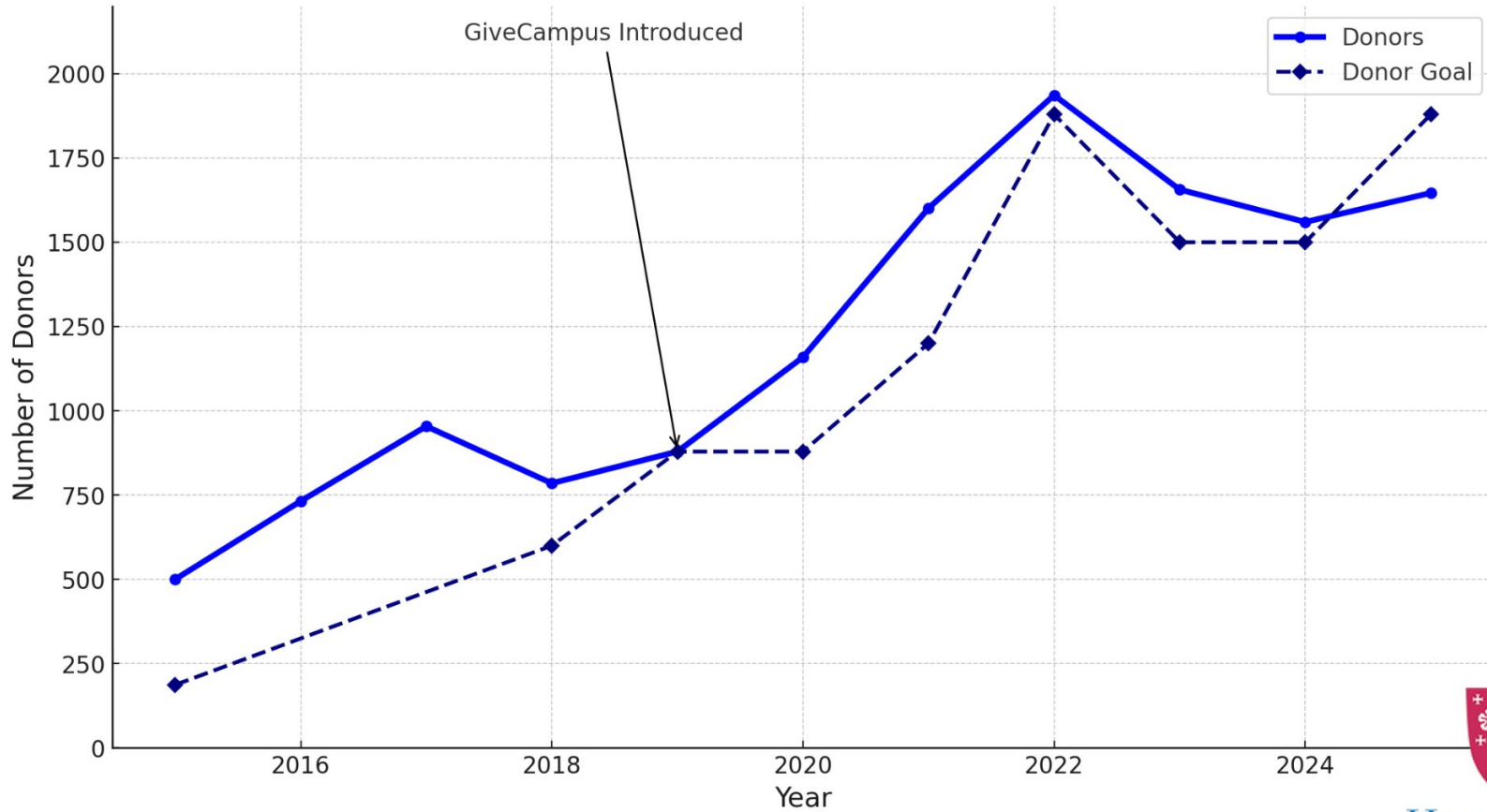
**8** match & challenge gifts

\$39,260 total

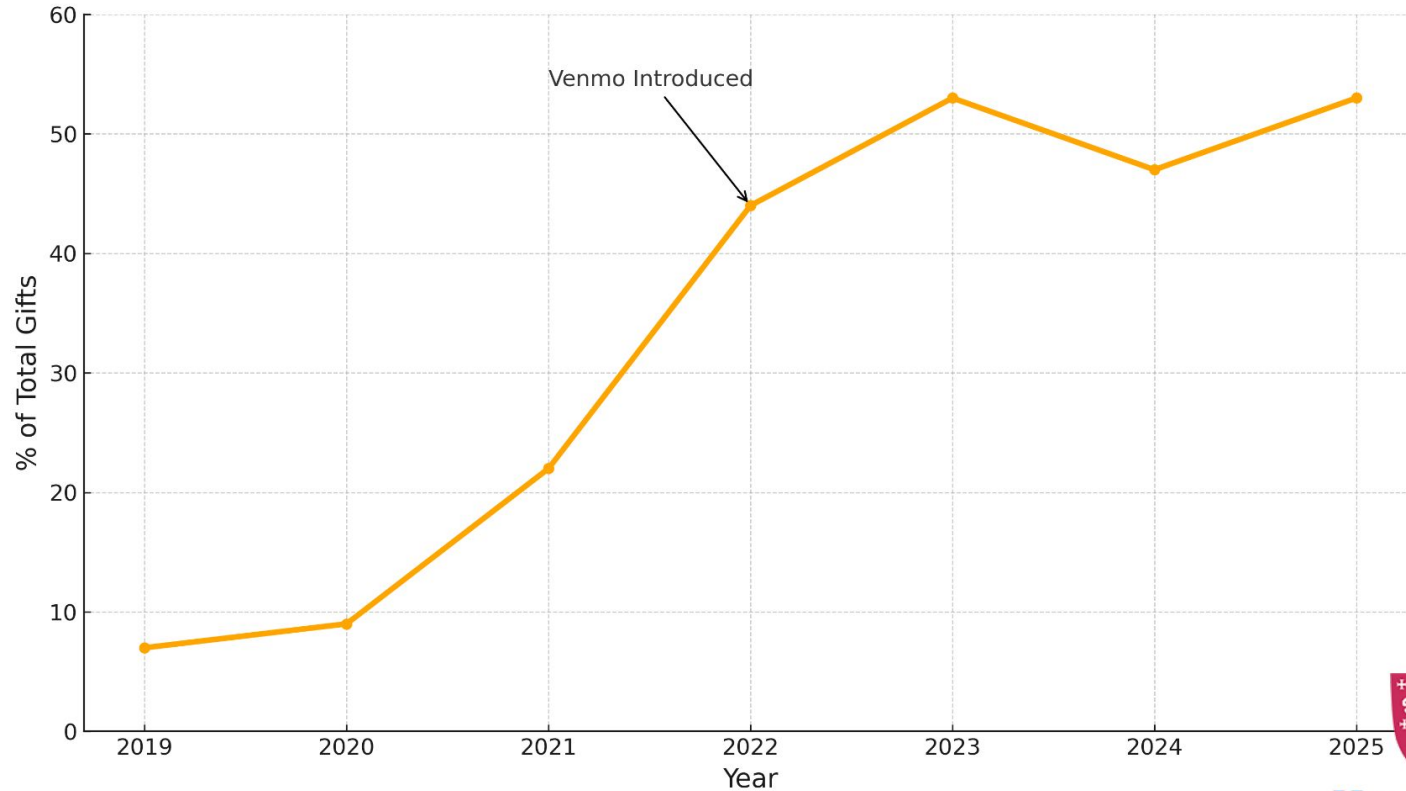
**100%** of employee gifts were second gifts

**4** new recurring monthly gifts

# Holderness School Giving Day Donors (2015-2025)



## Digital Wallet Use on Holderness School Giving Days (2019-2025)



# FEATURES WE LOVE

- Unique tracking links
- RENXT integration
- Custom reporting
- Giving option on event forms
- Automatic recurring gift processing

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# THE BENEFITS OF TOTAL ONLINE GIVING

## Fundraising Improvements

FY24: <2%

FY25: 12%

## Digital Wallets

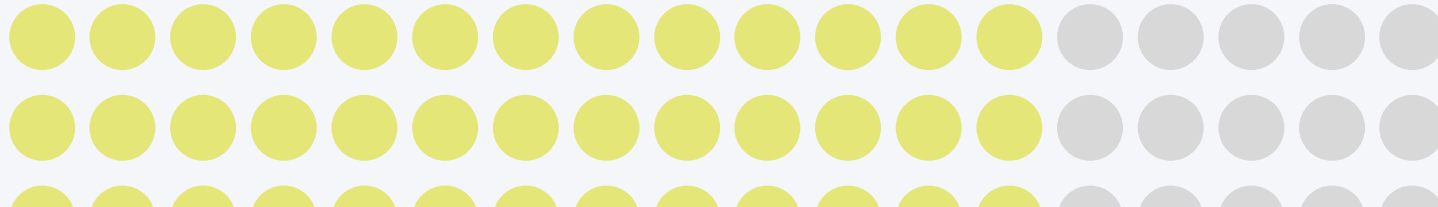
Nearly 15% of all online giving

## New Recurring Gifts

CH: 17 new recurring gift subscriptions

HS: 76 active recurring gift subscriptions

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**QUESTIONS?**

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# Thank you!

**Kristin Reese, *Chatham Hall***  
**[kreese@chathamhall.org](mailto:kreese@chathamhall.org)**  
**434.432.5600**



**Darren Moore, *Holderness School***  
**[dmoore@holderness.org](mailto:dmoore@holderness.org)**

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